

FIG. 1

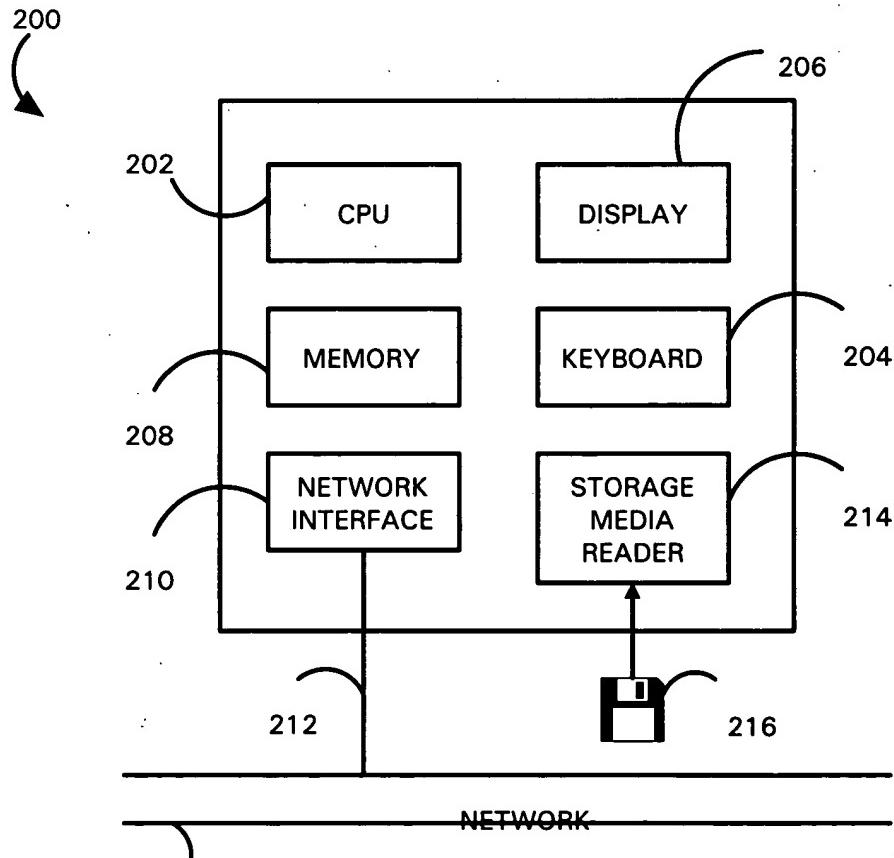


FIG. 2

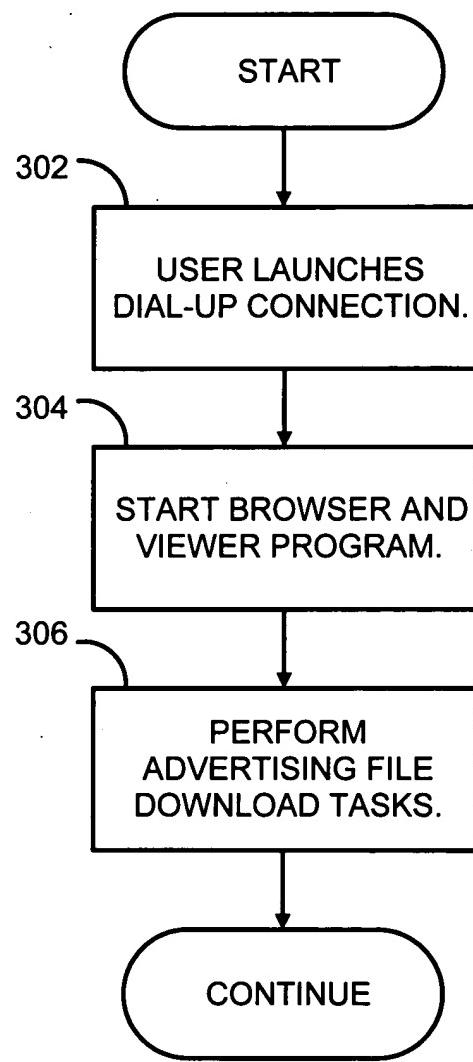


FIG. 3

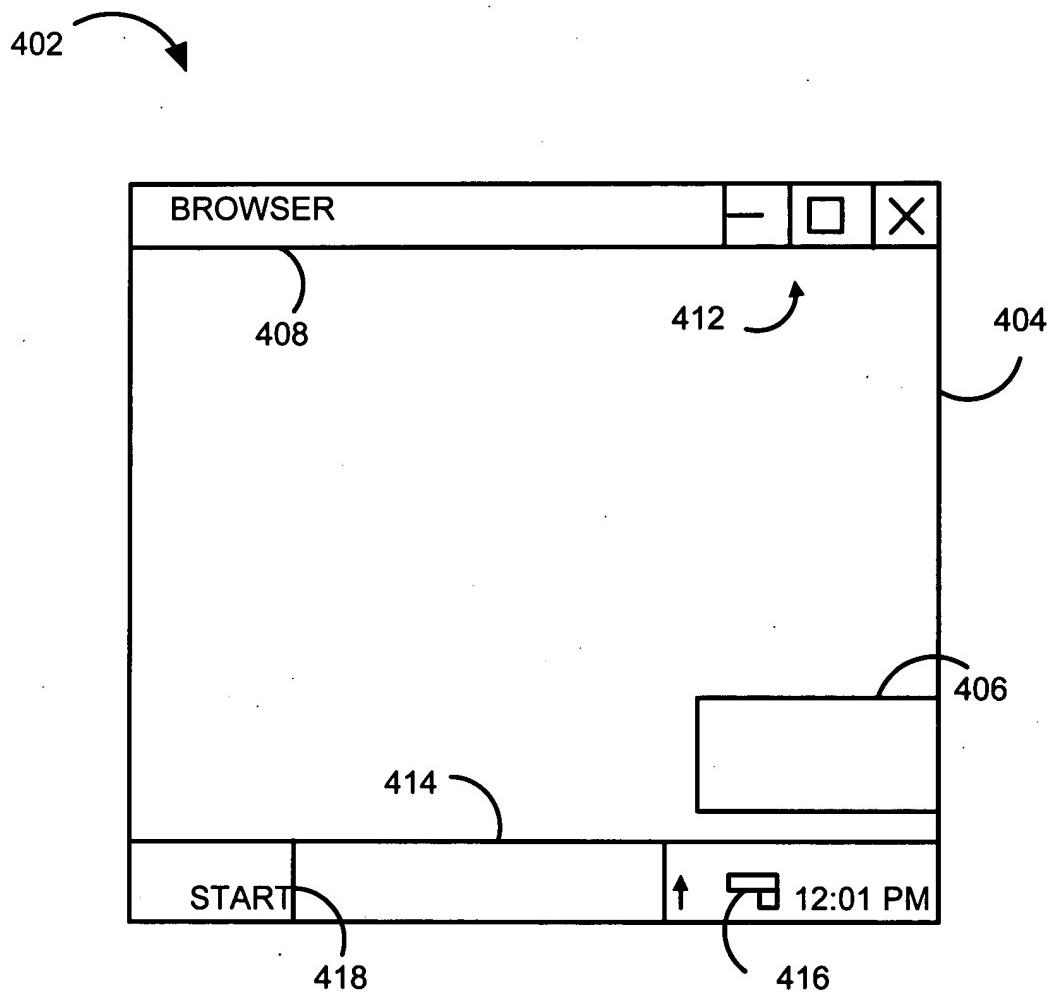


FIG. 4

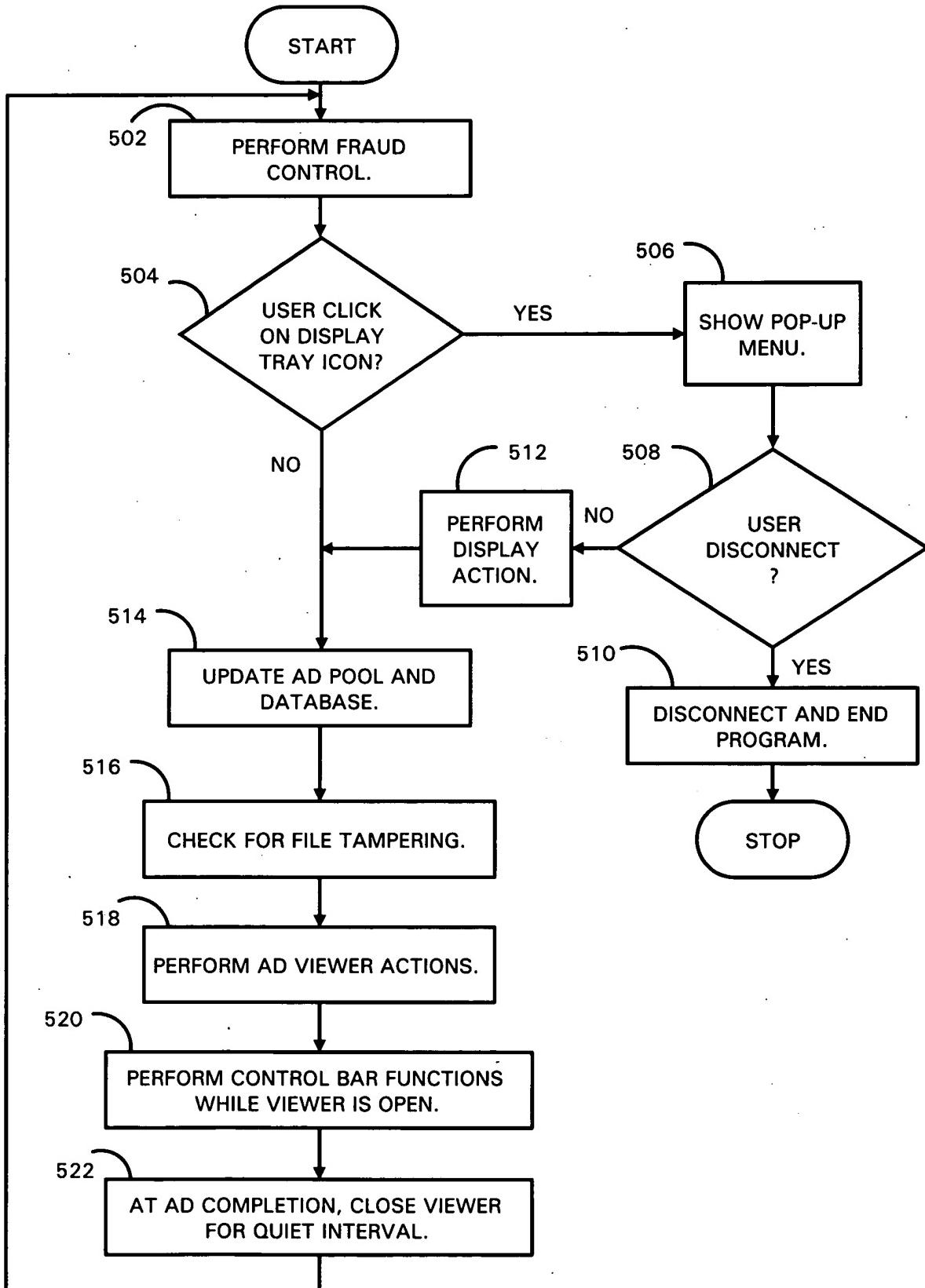


FIG. 5

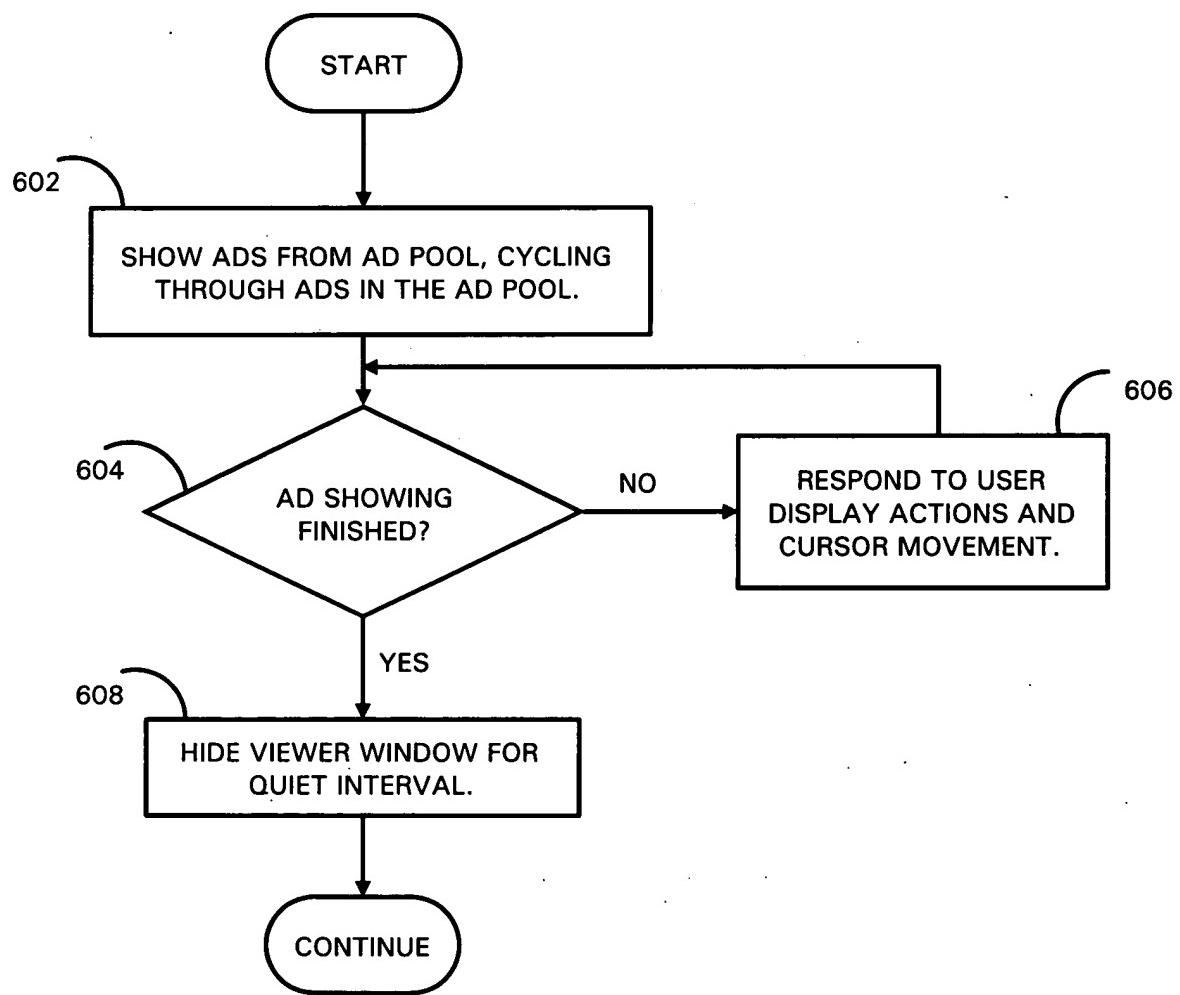


FIG. 6

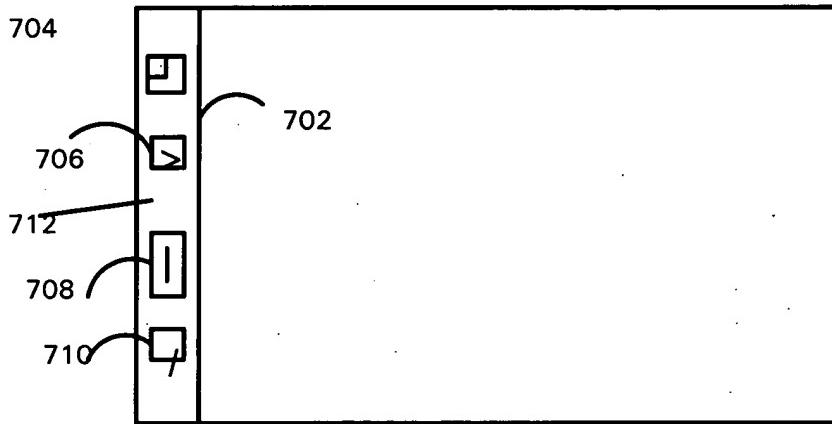


FIG. 7

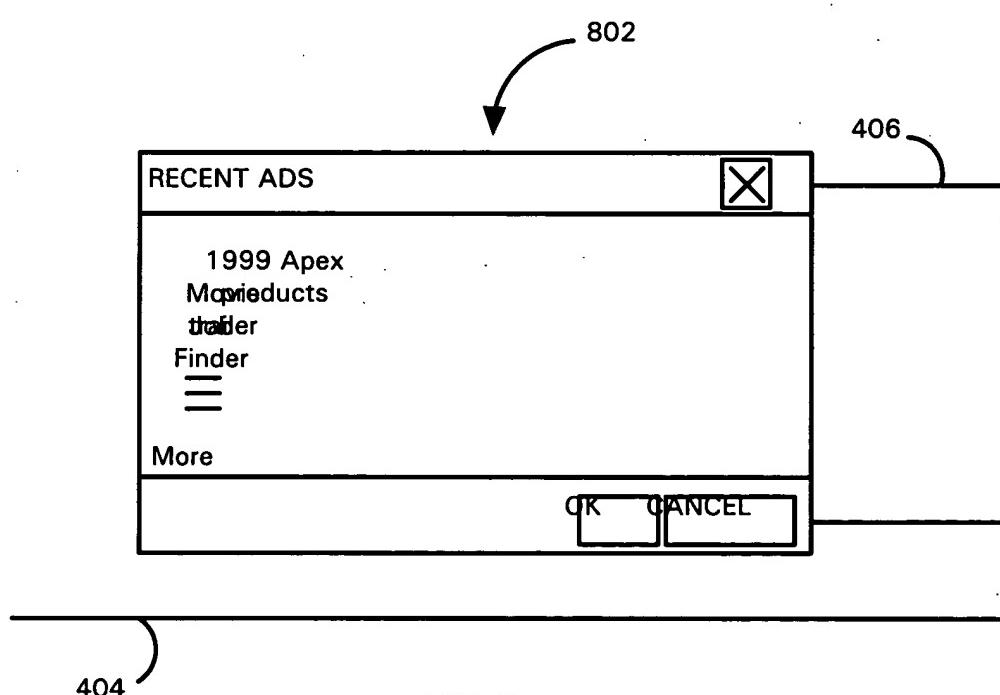


FIG. 8

OPEN LINK CANCEL

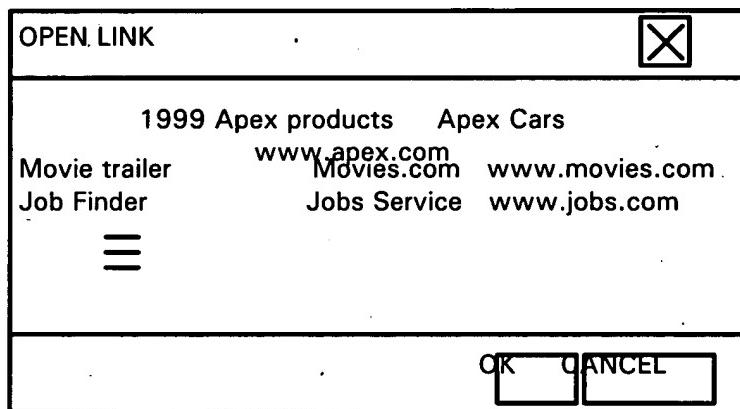


FIG. 9

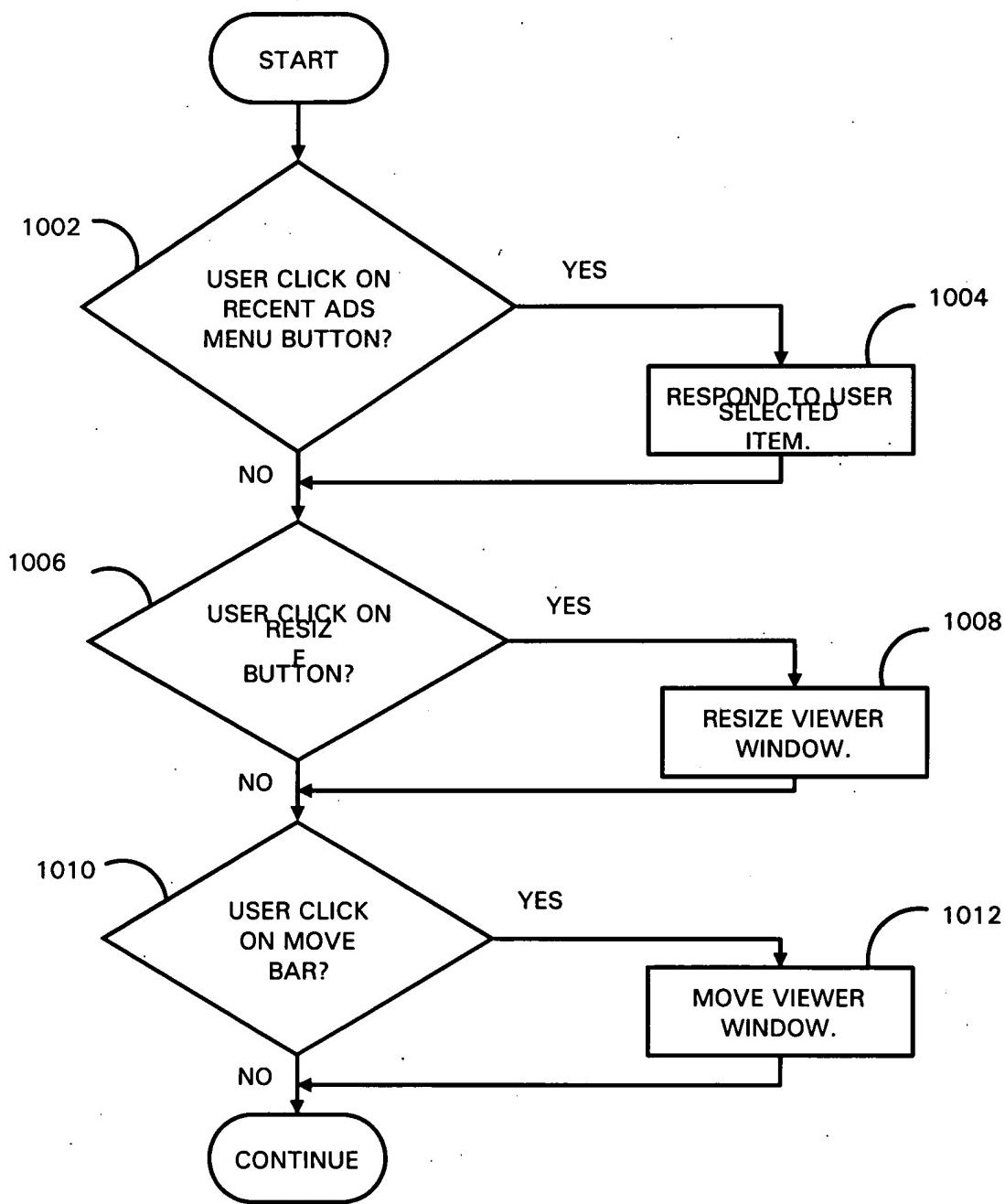


FIG. 10

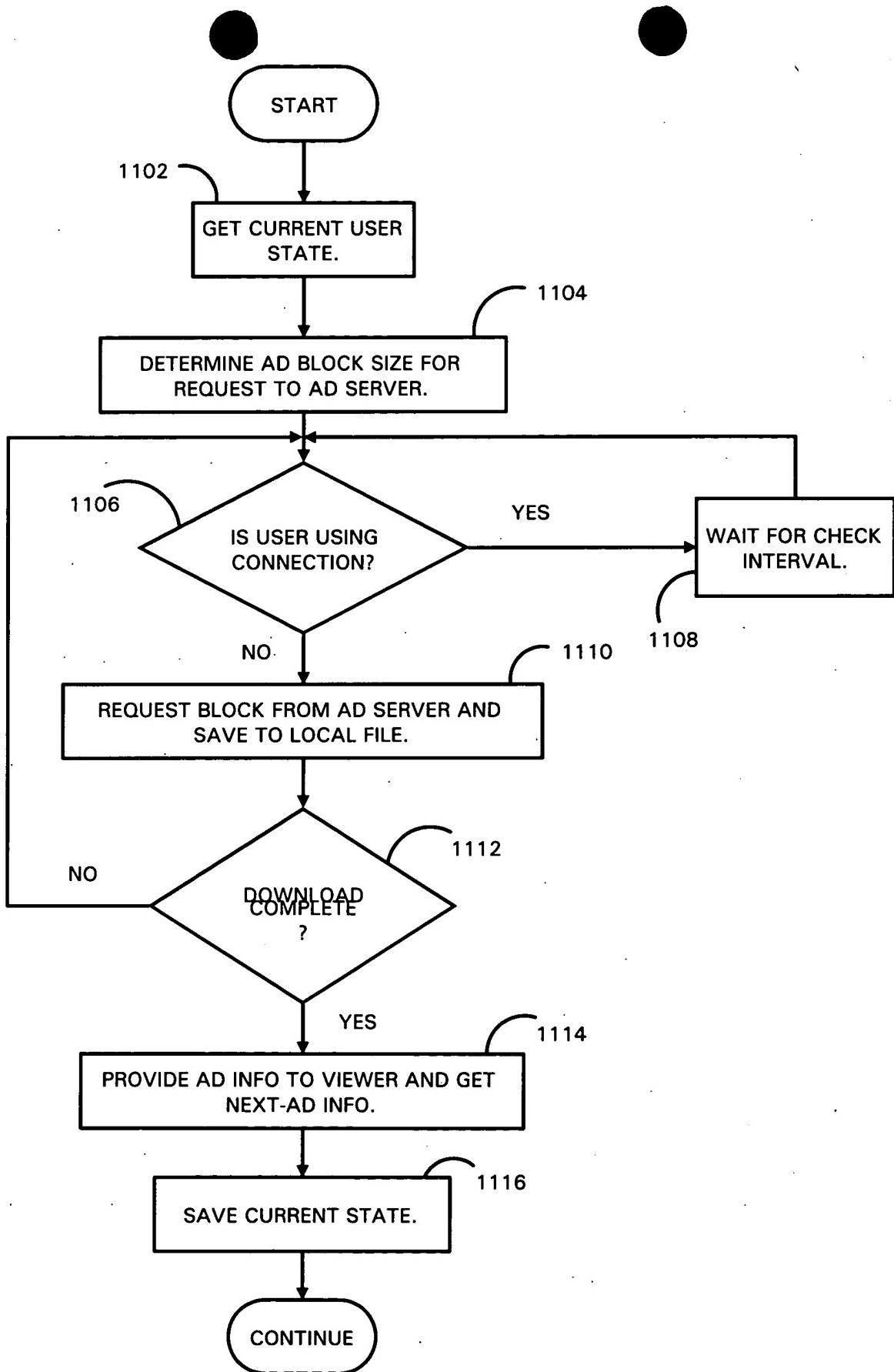


FIG. 11

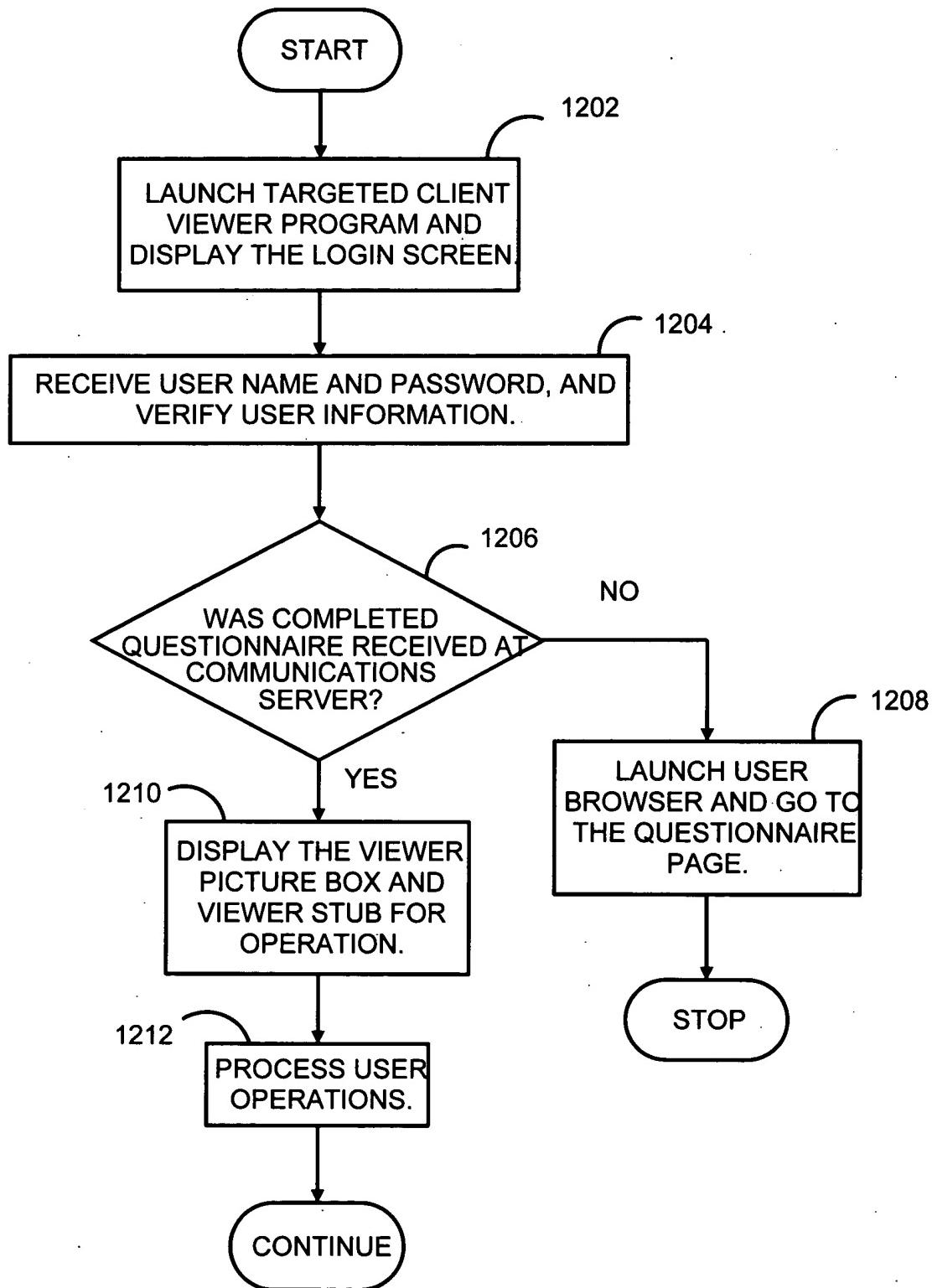


FIG. 12

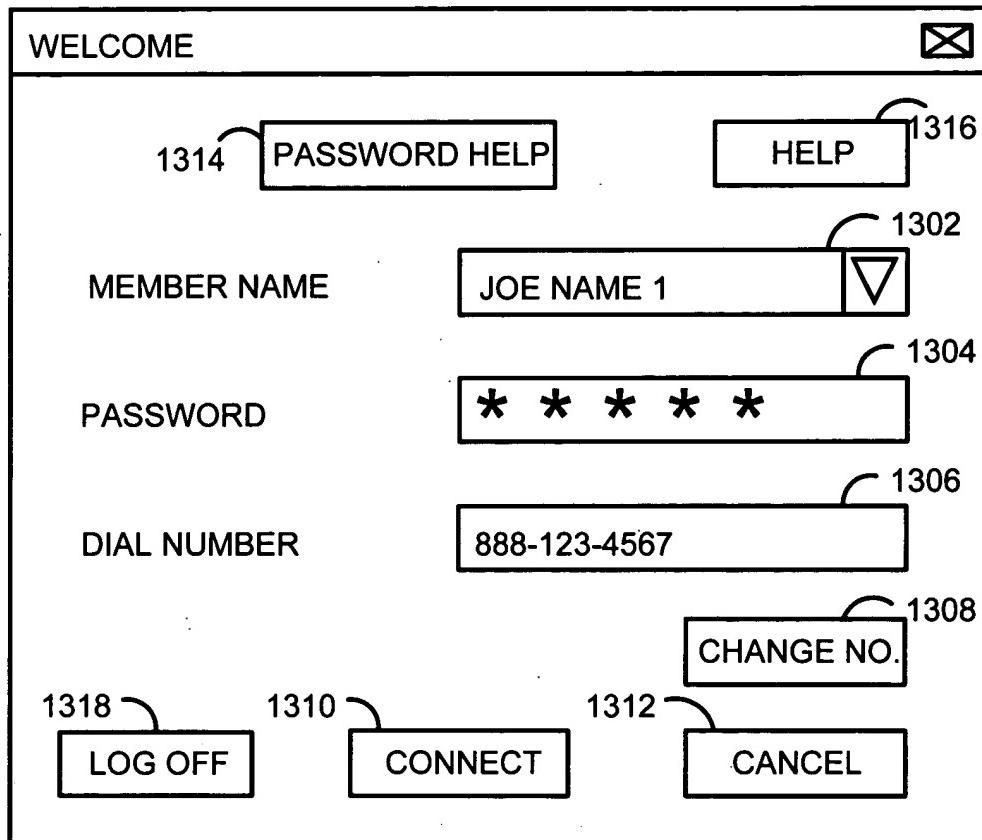


FIG. 13

1300

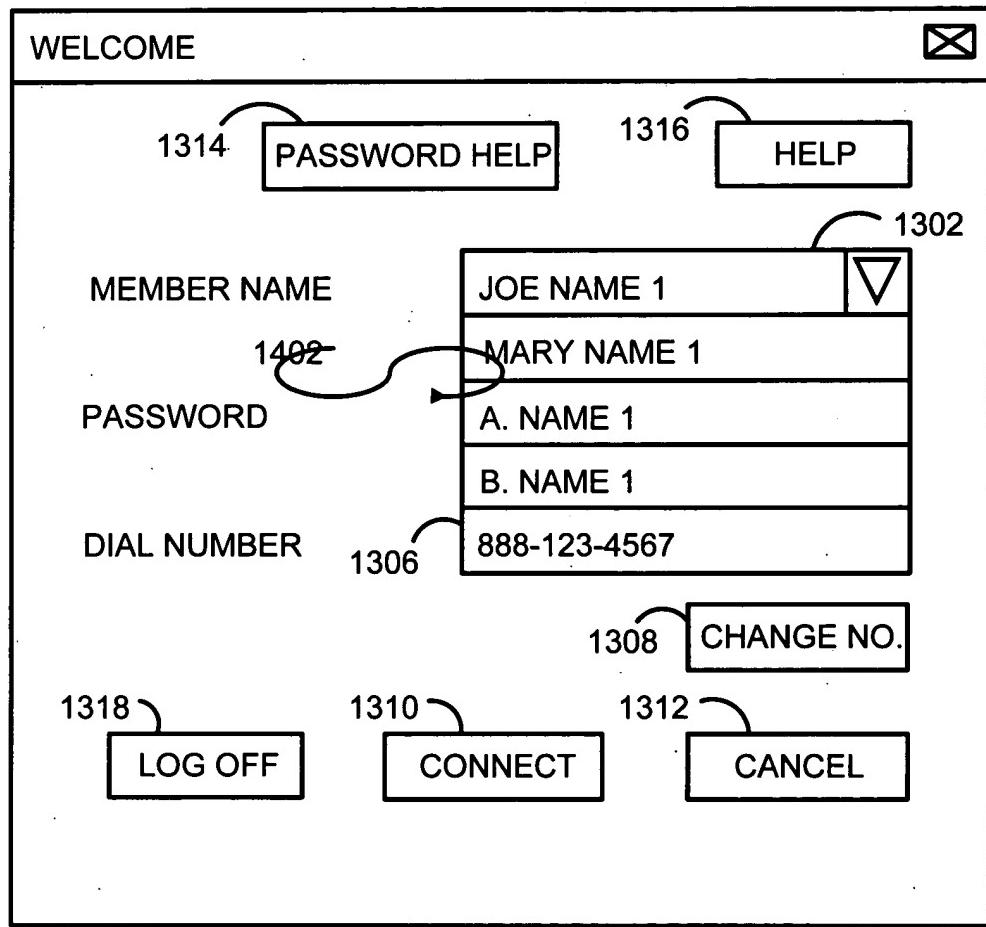


FIG. 14

BROWSER - QUESTIONNAIRE PAGE

- □ X

FILE EDIT VIEW TOOLS HELP

BACK FORWARD RELOAD HOME PRINT STOP

USER NAME	JOE NAME1	▲
STREET ADDRESS		
CITY		STATE
AGE	<input type="text"/>	GENDER <input type="text"/> MARITAL <input type="text"/> ▽
JOB	<input type="text"/> ▽	INCOME <input type="text"/> ▽
CAR	<input type="text"/> ▽	TV <input type="text"/> ▽
SPORTS	<input type="text"/> ▽	EVENTS <input type="text"/> ▽
START		◀ ▶

1500

FIG. 15

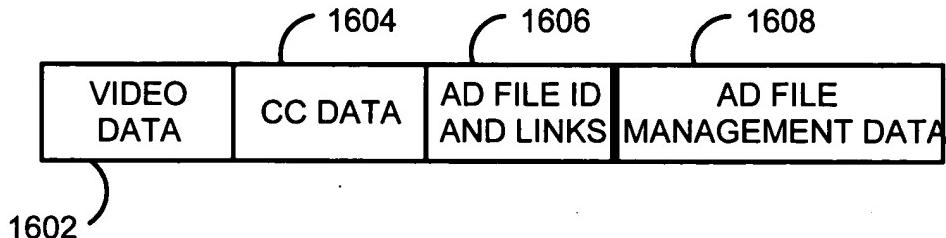


FIG. 16

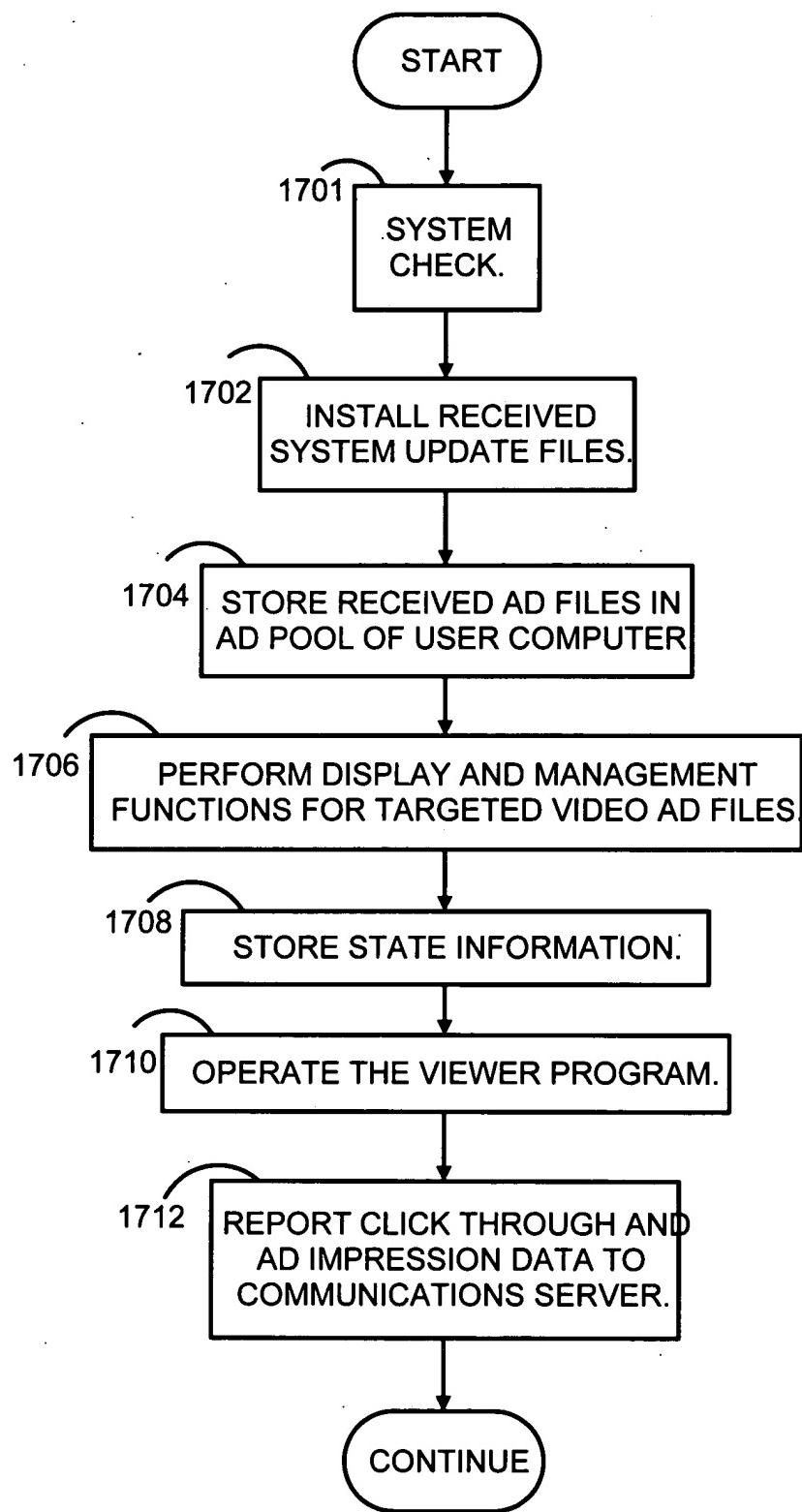


FIG. 17

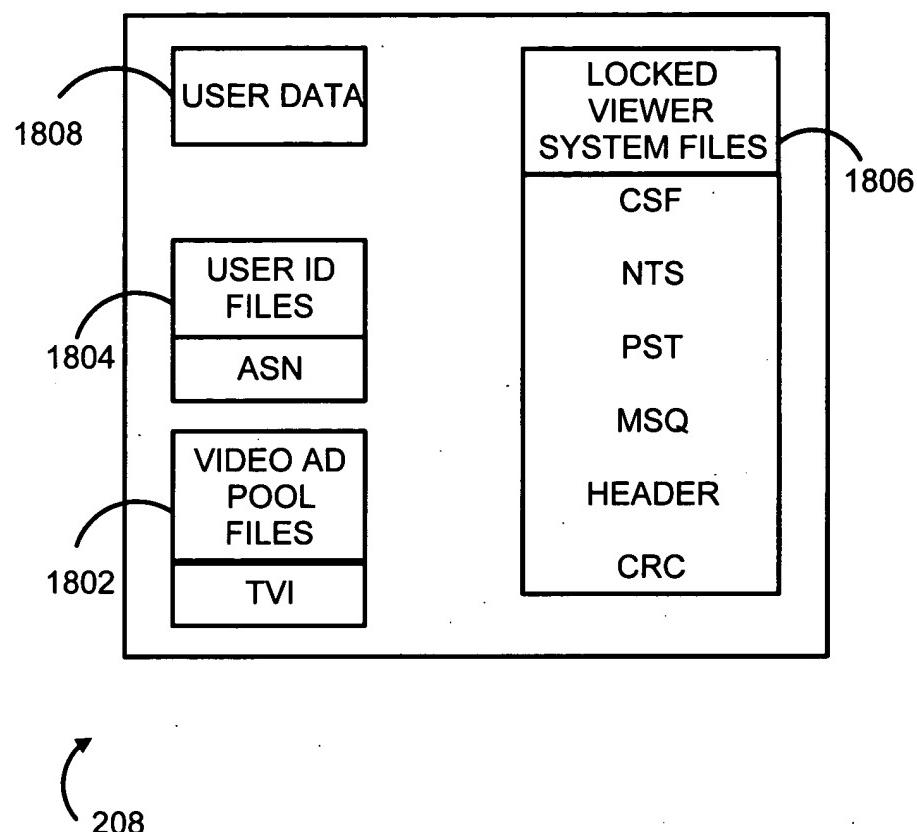


FIG. 18

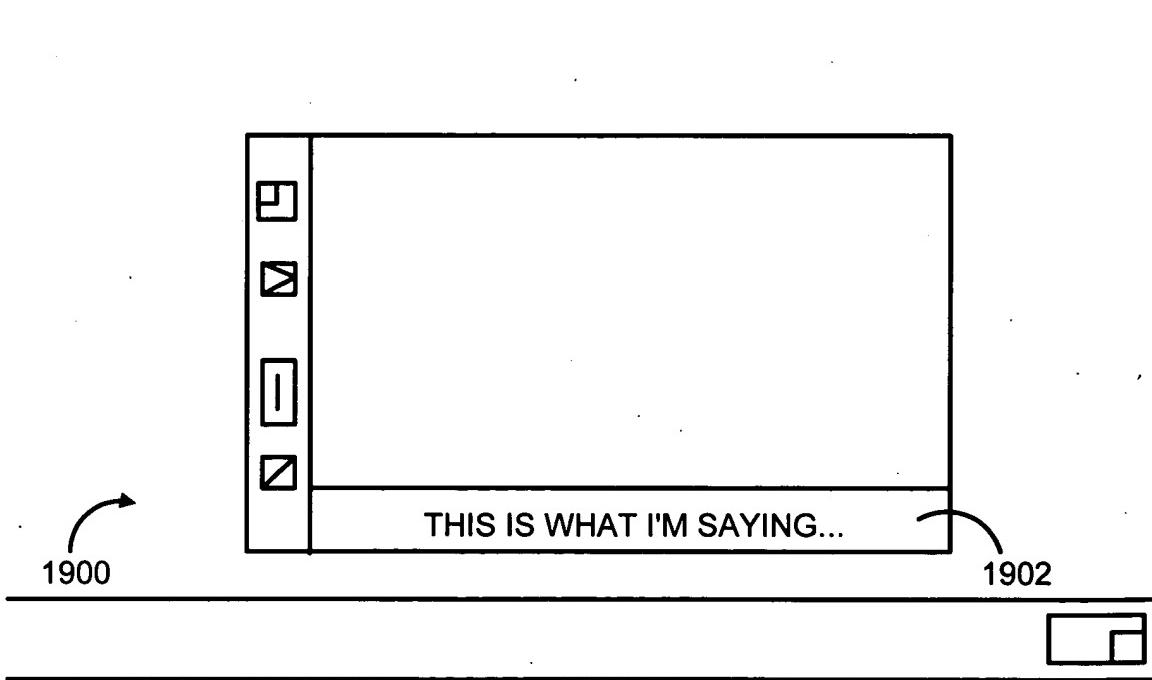


FIG. 19

DO NOT REPRODUCE

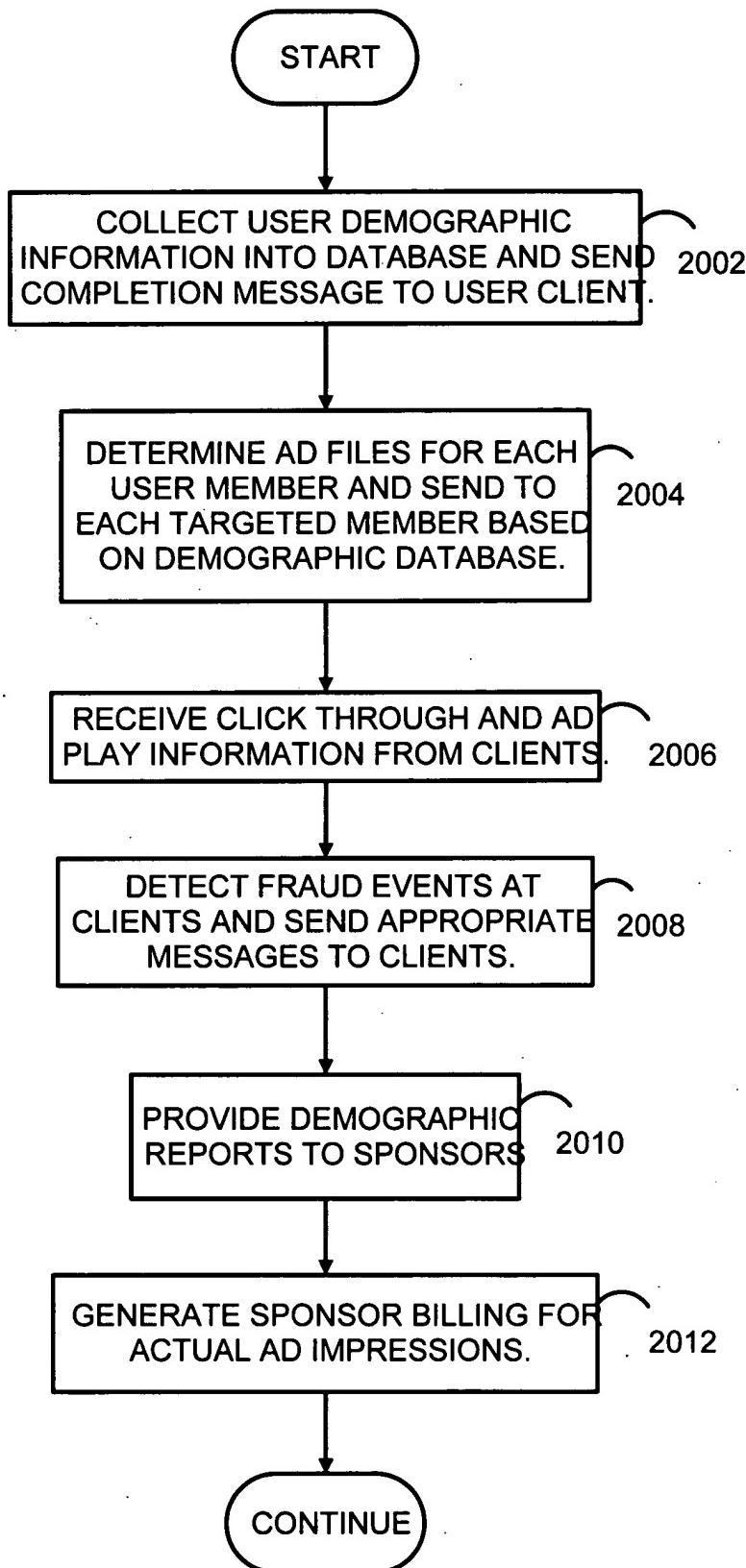


FIG. 20

BROWSER - DEMOGRAPHIC REPORT		-	□	X										
FILE EDIT VIEW TOOLS HELP														
BACK FORWARD RELOAD HOME PRINT STOP														
DEMOGRAPHIC REPORT FOR: BROADCAST ENTERTAINMENT COMPANY														
FIRST SHOW, AD1														
DATA FOR: 1999 OCTOBER 1 TO PRESENT														
START DATE	END DATE		VIEW OPTIONS											
<input type="text"/>	<input type="text"/> ▽	<input type="text"/>	<input type="text"/> ▽											
<table border="1"><thead><tr><th>IMPRESSIONS</th><th>UNIQUE IMPRESSIONS</th><th>CLICK THRU</th><th>RATE</th><th>COST</th></tr></thead><tbody><tr><td>710,000</td><td>400,000</td><td>500,000</td><td>0.60</td><td>42,600</td></tr></tbody></table>					IMPRESSIONS	UNIQUE IMPRESSIONS	CLICK THRU	RATE	COST	710,000	400,000	500,000	0.60	42,600
IMPRESSIONS	UNIQUE IMPRESSIONS	CLICK THRU	RATE	COST										
710,000	400,000	500,000	0.60	42,600										
SPECIAL EVENT, PROMOTIONAL AD														
DATA FOR: 1999 NOVEMBER 1 TO PRESENT														
START DATE	END DATE		VIEW OPTIONS											
<input type="text"/> START	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>										

FIG. 21

BROWSER - REPORT OPTIONS - □ X

FILE EDIT VIEW TOOLS HELP

BACK FORWARD RELOAD HOME PRINT STOP

FIRST SHOW, "AD1"	GRAPH DETAILS
-------------------	---------------------------------------------------------------------------

IMPRESSIONS	UNIQUE IMPRESSIONS	CLICK-THRUS	RATE	COST
710,000	400,000	500,000	0.60	42,600

<input checked="" type="checkbox"/> AGE GROUPS	<input checked="" type="checkbox"/> 13-17	<input checked="" type="checkbox"/> 18-24	<input checked="" type="checkbox"/> 25-34
<input checked="" type="checkbox"/> GENDER	<input checked="" type="checkbox"/> MALE	<input checked="" type="checkbox"/> FEMALE	
<input checked="" type="checkbox"/> INCOME	<input checked="" type="checkbox"/> \$0-25K	<input checked="" type="checkbox"/> \$26K-50K	<input checked="" type="checkbox"/> \$51-
<input checked="" type="checkbox"/> OCCUPATION	<input checked="" type="checkbox"/> ACCOUNTING <input checked="" type="checkbox"/> COMPUTERS		
<input checked="" type="checkbox"/> GEOGRAPHIC	ALL STATES ▽		
<input checked="" type="checkbox"/> INTERESTS	GAMING ▽		

◀ ▶

START □

FIG. 22

BROWSER - GRAPH DETAILS				-	□	X																												
FILE EDIT VIEW TOOLS HELP																																		
BACK FORWARD RELOAD HOME PRINT STOP																																		
FIRST SHOW, "AD1"																																		
<table> <thead> <tr> <th>AGE GROUPS</th> <th>IMPRESSIONS</th> <th>CLICK-THRUS</th> <th>IMP-CT%</th> </tr> </thead> <tbody> <tr> <td>13-17</td> <td>180,000</td> <td>150,000</td> <td>83%</td> </tr> <tr> <td>18-25</td> <td>200,000</td> <td>170,000</td> <td>85%</td> </tr> <tr> <td>26-34</td> <td>160,000</td> <td>100,000</td> <td>62.5%</td> </tr> <tr> <td>35-45</td> <td>100,000</td> <td>50,000</td> <td>50%</td> </tr> <tr> <td>45-55</td> <td>50,000</td> <td>20,000</td> <td>40%</td> </tr> <tr> <td>56-65+</td> <td>20,000</td> <td>10,000</td> <td>50%</td> </tr> </tbody> </table>							AGE GROUPS	IMPRESSIONS	CLICK-THRUS	IMP-CT%	13-17	180,000	150,000	83%	18-25	200,000	170,000	85%	26-34	160,000	100,000	62.5%	35-45	100,000	50,000	50%	45-55	50,000	20,000	40%	56-65+	20,000	10,000	50%
AGE GROUPS	IMPRESSIONS	CLICK-THRUS	IMP-CT%																															
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45-55	50,000	20,000	40%																															
56-65+	20,000	10,000	50%																															
<table> <thead> <tr> <th>GENDER</th> <th>IMPRESSIONS</th> <th>CLICK-THRUS</th> <th>IMP-CT%</th> </tr> </thead> <tbody> <tr> <td>MALE</td> <td>391,500</td> <td>295,000</td> <td>75%</td> </tr> <tr> <td>FEMALE</td> <td>318,500</td> <td>205,000</td> <td>64%</td> </tr> </tbody> </table>							GENDER	IMPRESSIONS	CLICK-THRUS	IMP-CT%	MALE	391,500	295,000	75%	FEMALE	318,500	205,000	64%																
GENDER	IMPRESSIONS	CLICK-THRUS	IMP-CT%																															
MALE	391,500	295,000	75%																															
FEMALE	318,500	205,000	64%																															
<input type="button" value="START"/>			<input type="button" value="STOP"/>																															

FIG. 23

BROWSER - ARCHIVE - □ X

FILE EDIT VIEW TOOLS HELP

BACK FORWARD RELOAD HOME PRINT STOP

FIRST SHOW, AD1

CHOOSE DATES TO REVIEW

START DATE

JULY ▼ 20 ▼ JULY ▼ 26 ▼

VIEW REPORT

SPECIAL EVENT, PROMOTIONAL AD

CHOOSE DATES TO REVIEW

START DATE

JUNE ▼ 16 ▼ JULY ▼ 26 ▼

START

FIG. 24

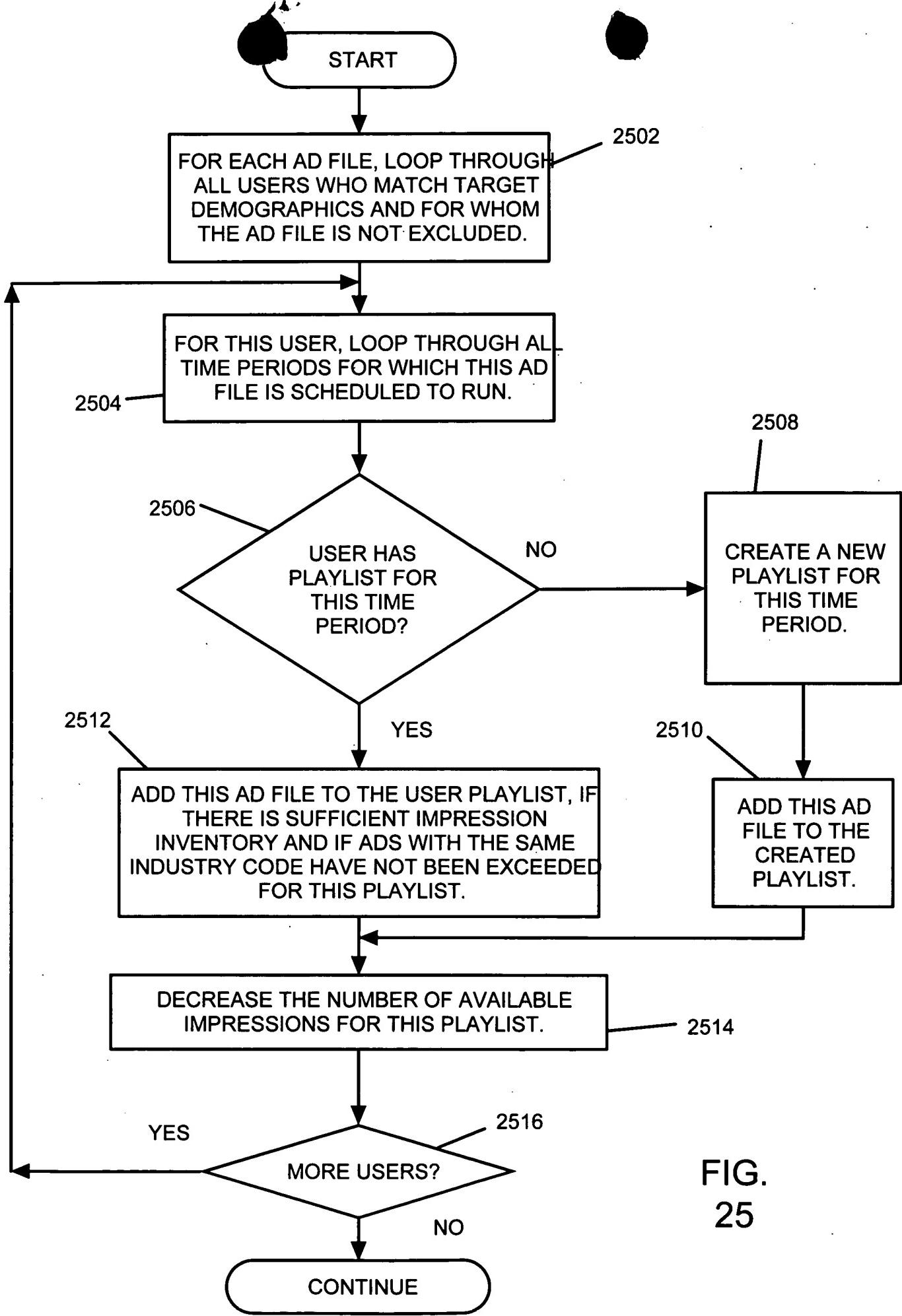


FIG.
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